**Project Proposal**

|  |  |
| --- | --- |
| **Type of project**  | *Applied project* |
| **The name of project**  | *Ambassadors MIM*  |
| **Department of university**  | *GSB International office* |
| **Project supervisor**  | *Anton Grigorev* |
| **Project summary**  | *Ambassadors MIM is a unique project designed for Graduate School of Business. This project is targeted to increase awareness of future applicants and also to encourage new talented students for MIM. It is important to mention that there are no similar projects on Master`s degree level at HSE. This small project is expected to be scaled on GSB level.**Therefore, it is an extraordinary chance to lead the project, improve performance, and create additional value, shaping the future of GSB.* *Moreover, this project opens great opportunities to meet new people, to share knowledge, and to improve communication skills.**Ambassadors are expected to promote their program through different channels. One of the main tasks is to cover all the questions of potential applicants related to education on MIM and life at HSE. Another stream of tasks is related to creating differentiated content that would be useful for applicants. To bring an example, it refers to various methods like attracting posts on Instagram, Facebook etc.**In a nutshell, this outstanding project will unite today`s prosperous students of MIM program with ambitious potential applicants. This is a glorious chance to become one of the founders of Master`s degree Ambassadors program at HSE.* |
| **The goals and objectives of the project**  | Main goals are the following: * Providing detailed information about MIM program`s study journey for future applicants.
* Attracting new potential applicants.
 |
| **Project’s tasks**  | Several plans have to be implemented:1. Communication

Responding to questions of future applicants (related to study journey)1. Events

Three creative and impressive events with open discussions in online format1. Online Promotion

Posts in Instagram or other Social NetworksPosts in particular groups To create an Instagram account for MIM Ambassadors. Formal and Informal posts each week 1. Personal suggestion

Feel free to generate your own ideas and implement it |
| **Project implementation period**  | *10.02.2021 – 30.06.2021* |
| **The number of credits**  | *4* |
| **The form of the final control (exam or test)**  | Exam |
| **Entry requirements for student**  | *Some of the main requirements are:** *Should be a 1st year student of MIM program*
* *Should know English (Upper-Intermediate at least)*
* *Should be able to work in teams*
* *Self-ownership for doing particular task*
* *Should be able to provide solutions for any appearing challenges*
* *Should be communicative*
 |
| **The results of the project**  | *We expect the following results:** *All questions of future applicants are covered*
* *Applicants are satisfied with support*
* *Applicants become more interested in program*
* *New talented potential students are encouraged*
* *Promotion – campaign is held*
* *Your ideas and solutions are realized!*
 |
| **The presentation of the project’s results to estimate**  | Brief discussion about the results with coordinators |
| **Assessment criterion**  | *The final mark is structured in the following way:**Total = 10*(+4) Communication (+2) Events(+3) Online Promotion (+1) Personal suggestion  |
| **The number of vacancies**  | *7* |
| **Selection criteria of students**  | *There are several expected characteristics that would describe perfect candidate:** *The highest interest in promotion of MIM program*
* *Diverse Experience*
* *Well-developed communication skills*
* *Creativity and ownership*
* *Ability to work in teams*
 |
| **Educational programs for**  | *Master in International Management (MIM)*  |
| **Location**  | *Online format*  |